

ABSTRACT OF THE DISCLOSURE

A tape printing apparatus prints a print image by each dot line onto a tape. A plurality of heating elements of print head are driven while the tape is moved in a longitudinal direction thereof relative to the print head. The heating elements are aligned corresponding to the dot lines of the print image in which dots are arrayed in a width direction of the tape. With this tape printing apparatus, the number of consecutive blank lines is inspected regarding the print image made up of a mixture of print lines which are the dot lines including the dots to be printed and blank lines which are the dot lines including no dots to be printed. Based on the number of consecutive blank lines, energy applied to the print head is adjusted.